

Systems and methods for securing leads or prospects. Through a web site of an owner, a visual presentation is shown to a prospect that causes the prospect to experience wistful regret. The prospect is then provided with facts through the visual presentation that enables the prospect to have hope as representatives of the owner and/or through their own home based business. If the prospect has sufficient interest, an online interview is given, which requires the prospect to provide more than just contact information to an owner. The results of the online interview are provided to the owner through an email and the owner then conducts a personal interview with the prospect. Finally, the successful prospect becomes both a representative of the owner and receives their own copy of the owner's web site for use in their own home based business.

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